

**Legacy Events Center
Expansion & Remodel
May 3, 2022**



- Discover Davis and Tourism Revenue
- Vision
- Strategic Advantage
- Marketing & Personality
- Project, Budget & Timeline
- Method Studio Presentation



UTAH'S **AMUSEMENT** CAPITAL

TOURISM ECONOMY

- **Leisure Travel**
- **Davis Conference Center & Business Travel**
- **Legacy Events Center**
- **Youth Sports**
- **Events**
- **Hill Air Force Base & Military Contractors**

5th in Total Visitor Spending
5th in Total Tourism-Related Tax



Tourism Revenue



	Actual	Actual	Actual	APPROVED
Revenues	2019	2020	2021	2022
TRT - Hotel	\$ 2,001,318	\$ 1,319,647	\$ 2,006,263	\$ 2,096,933
TRCCA - Car Rental	\$ 634,967	\$ 504,124	\$ 797,083	\$ 833,277
TRCCA - Restaurant Tax	\$ 5,168,821	\$ 4,989,102	\$ 6,187,050	\$ 6,524,185
Tourism Dept.	\$ 628,948	\$ 409,168	\$ 515,727	\$ 525,218
Legacy Event Center	\$ 546,642	\$ 232,411	\$ 769,471	\$ 95,000
Total Revenue	\$ 8,980,697	\$ 7,454,451	\$ 10,275,594	\$ 10,074,613

Hotel Tax = 4.25%

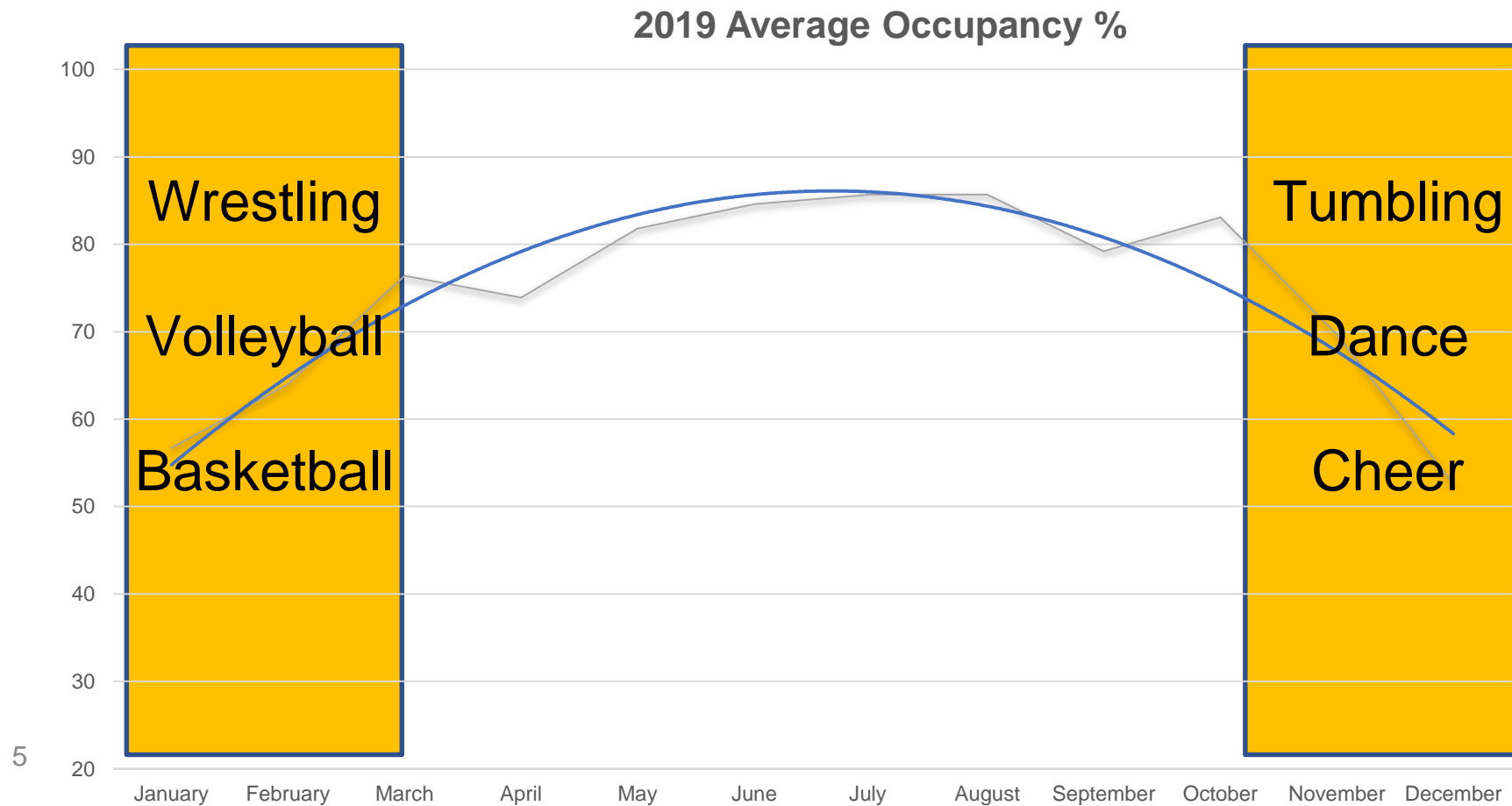
Car Rental Tax = 3% County + 4% State Dist.

Restaurant Tax = 1%

Budget

A4

Hotel Occupancy & Youth Sports



May – Oct
Average Occ = 83%

Nov-Feb
Average Occ = 61%

Hotel Occupancy

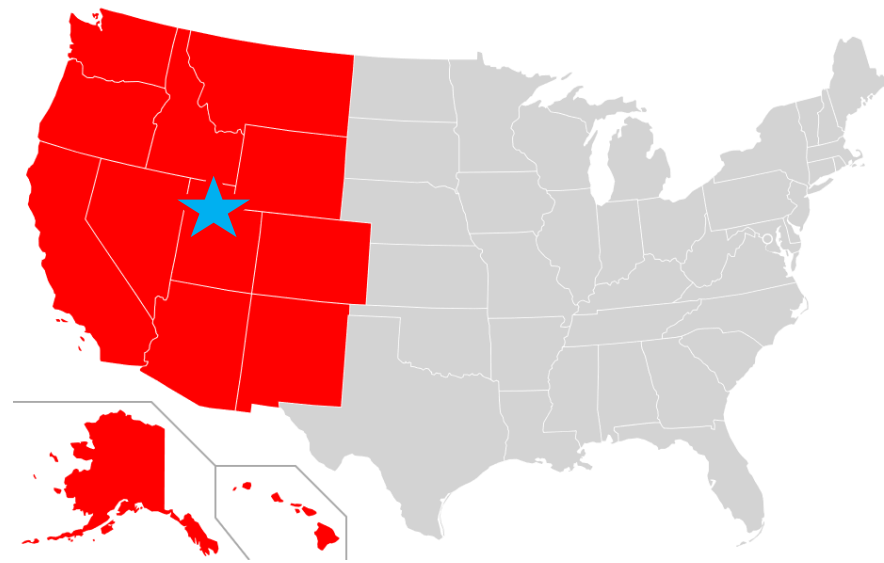
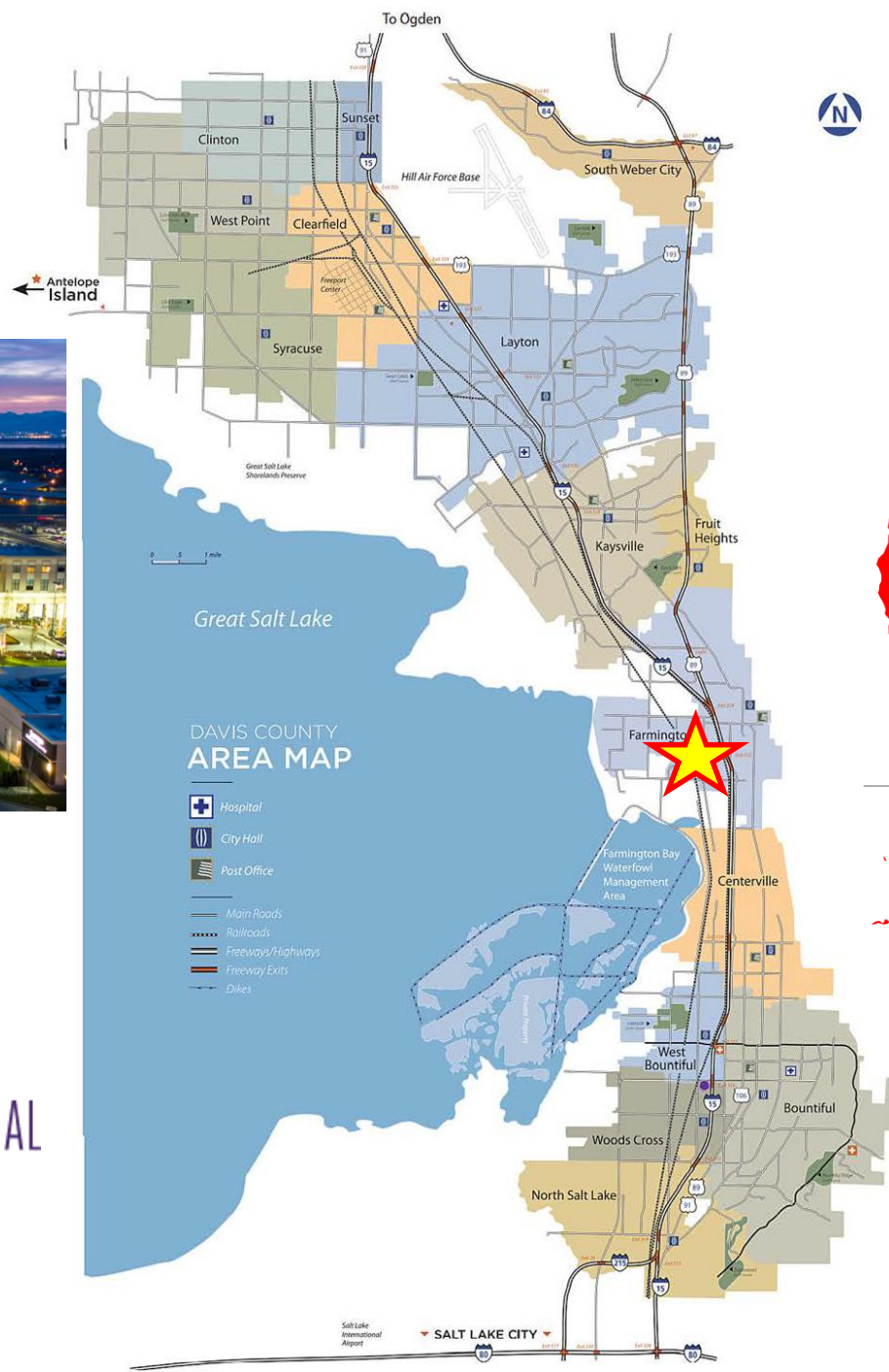
Vision

“Our region’s top
Youth Multi-
Sport/Multi-Activity
Complex built to
maximize economic
impact throughout
Davis County”

LEGACY EVENT CENTER:
EXISTING SITE



Location



Location

Primary Persona: Sporting Event Organizers

Marketing focus

Secondary Persona: Event Participants & Participants Parents/Family

*Brand audience that determine
how we are perceived, but not
direct marketing focus*

Sports Park Personality is...



Professional

High Quality not Premium
Exclusive not Elitist

Exciting

Energetic not Intense
Active not Chaotic

Passionate

Tough not Aggressive
Supports not Micromanaging

Sports Park Overview



Project

- 118k ft² New Building
- Site Infrastructure
- Remodel LEC
- Championship Field
- 3 New Grass Fields

Sports Park Budget

- \$52M - Sales Tax Bond
 - Est Debt Service of \$3.6M-\$3.9M for 20 yrs
- \$7.2M
 - Soft Costs (\$4.7M)
 - FF&E (\$2.5M)
- Capital reserve balance of \$4M

Timeline

- Fall 2022: Start Construction
- Late 2024: Project Completion

Method Studio